

Michael W. Covel is President of Trend Following and Trading University. A researcher of the most successful Trend Following investment managers, he has been consulting on Trend Following to individual traders, hedge funds and banks for nearly ten years. Teaching and sharing unique insights about Trend Following trading and alternative investments has earned Covel respect as a rational and logical voice in uncertain times. He is a frequent guest on national radio talk shows advising listeners on financial decision-making, trading and Trend Following. Covel also serves as Managing Editor at TurtleTrader.com, the leading Trend Following news and commentary resource. He holds a Bachelor of Arts degree from George Mason University and a Masters Degree in Business Administration from the Florida State University College of Business.

Living and working in Virginia, he is a lifelong baseball fan.



THE FIRST BOOK ON TREND FOLLOWING TRADING

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"Trend Following by Michael Covel explains the wisdom behind the trending function of the markets. The practical application of this philosophy is based on the pervasive logic of price behavior. Market Stories and Market theories will come and go but trends will remain. Follow them and study this book."

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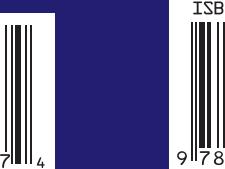
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Michael Covel rigorously analyzes historic performance data proving that Trend Following trading works. He goes right to the source for insight from some of the best trend followers ever. How to limit risk, employ discipline, and swing for the home run are all part of Trend Following. Covel also debunks Wall Street Holy Grails such as buy and hold and the use of fundamentals for trading decisions.

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MICHAEL COVEL